



# Sport Hansa Consulting Services

Sport Hansa offers US-market entry consulting services for brands which do not directly compete with product lines that we currently distribute.

Since 2010, the Sport Hansa team has successfully launched brands in the difficult, but rewarding, US market. In this process, we have developed expertise and proficiency in US market entry for new brands and for those who have not yet been able to reach critical mass in the world's largest economy. We offer meaningful direction and customized guidance by addressing specific goals and then constructing an actionable plan of attack for the client.

Our method is to customize a plan based on decision milestones. For example, a report that results in a recommendation against US market entry will be of a smaller scope and lower cost than a comprehensive market entry strategy.

## **1. Competitive Landscape Analysis**

Determination if there is likely to be demand for your product line.

*Method : Research, interviews with current buyers, "Studio of new ideas" at the Sport Hansa booth at tradeshows (with your product line cloaked or not depending on preference).*

< Decision milestone > : Does it make sense to move forward on the US market?

## **2. Market Plan of Attack with Budget.**

- a. Suggestion of product changes to be saleable on the market. Packaging, warning labels, configurations, value-added suggestions, changes based on preference and usage in the market.
- b. Market segments to target (and avoid).
- c. Trademarking and other legal considerations.
- d. Incorporating the ever-changing Amazon challenge and opportunity.
- e. The market launch. Starting product selection, seeding product, public relations (managing product influencers, etc), tradeshows, use of B2B (local or existing).
- f. Sales and customer service. Options and different cost structures.
- g. Fulfilment, service and warranty. Options and different cost structures.

*Method : Report based on Sport Hansa resources and knowledge.*

< Decision milestone > : Does it make sense to execute the plan?

## **3. Execution**

Locating partners in the US to execute the go to market plan.

*Method : Working within our network to identify and suggest partners.*

Please contact us at [info@sport-hansa.com](mailto:info@sport-hansa.com) or on +1 828 367 0393 for more information.